



2023 Membership Information

About Us

The Endless Mountains Visitors Bureau (EMVB) is the designated tourism promotion agency for Sullivan, Susquehanna, and Wyoming counties. Since 1962, our non-profit organization has marketed the region and promoted local businesses, attractions, and events.

We spread the word about our members through regional, state, and national publications; newspapers; broadcast media; trade shows; online publications; and more. We also produce the annual *Guide to the Endless Mountains*. We distribute **100,000** printed copies each year via mail, events, trade shows, and brochure racks throughout Pennsylvania and New York.

Membership Options

New for 2023, we're now offering free and paid membership options. Both options are annual memberships, which run from January through December.

Free memberships provide our signature benefits, such as listings in our annual guide and on our website. Any business in Sullivan, Susquehanna, or Wyoming counties can apply for free membership.

Paid memberships provide additional perks, such as marketing services, lead referrals, brochure distribution, and more. **There are no dues for the paid membership. The only requirement is to purchase an ad space in our annual *Guide to the Endless Mountains*.** Ads start at \$125—that's less than a penny for every guide that we print.

Due to the room tax, **lodging and accommodations** in Sullivan, Susquehanna, and Wyoming counties will receive all the benefits of paid membership at no cost. They may purchase an ad in the guide if they would like, but they are not required to do so.

Businesses outside of our three-county region must apply for paid membership. At this time, we cannot accept applications from lodging outside of our designated region.



Membership Benefits

Benefit	Free Membership	Paid Membership
Business name and contact information listed in the <i>2023 Guide to the Endless Mountains</i>	✓	✓
Business listed on EMVB's website	✓	✓
Submit visitor-related events to EMVB's online events calendar	✓	✓
Submit deals and packages to be featured on EMVB's website	✓	✓
Subscription to EMVB Connect, a members-only e-newsletter with marketing tips and bureau news	✓	✓
Potential to have your social media posts shared on EMVB's social channels	✓	✓
Business listed on the PA Route 6 Alliance website	✓	✓
Invitation to participate in seasonal/targeted brochures, such as <i>An Endless Mountains Christmas</i>	✓	✓
Invitation to EMVB's annual marketing workshop	✓	✓
Discounted co-op advertising in other publications, including <i>Happenings Magazine</i> and <i>PA Camping Directory</i>	✓	✓
Display your brochure or business card at the EMVB Visitors Center in Tunkhannock		✓
EMVB will distribute your brochure at local information kiosks and events		✓
Help with writing and/or distributing press releases		✓
Help with marketing services, such as setting up social media accounts, proofing and critiquing marketing materials, and registering/verifying your business on Google		✓
Representation at travel and trade shows, industry events, and tour/travel planners		✓



2023 Membership Application

Membership Type

Free _____ Paid _____ Lodging/Accommodations _____

Business Information

For publication. Fill out this section as you wish to see it in print and online.

Business Name: _____

Physical Address: _____

City: _____ State: _____ Zip: _____

Mailing Address (if different from above): _____

Phone Number: _____

Email: _____

Website: _____

Facebook Username: _____

Instagram Username: _____

Applicant Information

For EMVB office use only.

Applicant Name: _____

Title: _____

Phone Number: _____

Email: _____

Photo Use Permission

By checking the box below, you grant permission to EMVB to use photos from your business's website and social media in our marketing efforts, such as our annual guide, ads, website, social media, etc. Allowing us to use your photos will enhance your online listing, make ads more appealing to the eye, and give added promotion to your business. We will caption or tag your business whenever possible.

I grant permission to the Endless Mountains Visitors Bureau to use my photos in its marketing initiatives.

Advertising Contract (Paid Membership Only)

The only requirement for a paid membership is to purchase an ad in our annual *Guide to the Endless Mountains*. If you are interested in paid membership, please fill out the following contract.

FULL PAGE
\$1000.00
7.5" w x 10" h

FULL PAGE with BLEED
\$1000.00
8.75" w x 11.25" h
8" w x 10.5" h SAFE AREA

INSIDE COVERS \$1250.00 **BACK COVER** \$2000.00

HALF PAGE
\$500.00
7.5" w x 4.875" h

QUARTER PAGE
\$250.00
3.625" w x 4.875" h

EIGHTH PAGE
\$125.00
3.625" w x 2.435" h

Ad Sizes & Pricing

Here are pricing and ad size options for the new Visitors Guide for your consideration. The image below illustrates ad sizes for you to review.

FULL PAGE \$1000.00 (7.5" w x 10" h)

FULL PAGE with BLEED \$1000.00 (8.75" w x 11.25" h, 8" w x 10.5" h SAFE AREA)

HALF PAGE \$500.00 (7.5" w x 4.875" h)

QUARTER PAGE \$250.00 (3.625" w x 4.875" h)

EIGHTH PAGE \$125.00 (3.625" w x 2.435" h)

INSIDE COVERS - 2 available- \$1250.00

BACK COVER - \$2000.00

Ad size: _____

Check one:

I will supply an ad _____

Please make an ad for me for an additional cost (call 570-836-5431 for an estimate) _____

Applicant Signature: _____

Applicant Name (printed) _____

Date: _____

Please email all ads to jill@endlessmountains.org by January 16, 2023.

Application Submission

Please mail your completed application to:

Endless Mountains Visitors Bureau
5405 State Route 6
Tunkhannock, PA 18657

You may also submit an electronic copy to jill@endlessmountains.org.

Applications are due on January 16, 2023.

Questions?

Reach out to EMVB by calling us at (570) 836-5431 or by emailing our staff:

Jean Ruhf, Executive Director, jean@endlessmountains.org

Jill Robinson, Deputy Director, jill@endlessmountains.org

Janet Harabin, Bookkeeper, janet@endlessmountains.org

Morgan Christopher, Sales Consultant, morgan@endlessmountains.org